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Transformation of Tokyo

From a Fishery Village to a Hyper Modern City

With its unique mix of contemporary and traditional elements as well as its many commercial and cultural offerings, Tokyo is absolutely one of the most popular tourist destinations in the world. It has a unique and dramatic history that has shaped the city of today. Here we unfold Tokyo's history and how it has grown (and continues to grow), which will help you understand and enjoy this remarkable city.



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Establishment of "Edo" Culture

A milestone in Tokyo's history took place when the warlord, Iyeyasu Tokugawa, transformed it from a small fishing village into the seat of his shogunate in 1603. Tokugawa ended a long period of war that lasted more than a century and established the foundation of a peaceful system of government, naming the town Edo (literally meaning "door to the bay"). He built up land where the sea once was, and even today, a significant part of Tokyo's waterfront is reclaimed land.

The Tokugawa Shogunate was run by the samurai class (*bushi*), but because Tokugawa created many jobs to build a strong city foundation, this naturally brought in more business people. Edo culture was therefore a mix of samurai and common people, which was quite a change from the elegant, noble culture in Kyoto (the old name of Kyoto), the capital of Japan for centuries before. Today, Edo culture is thought of as aggressive, fast-paced, and sharp and is often described as *ikebana*, *cool*, *edgy*, while Kyoto culture is soft, kind, and mild. This distinction was reflected in the fashions of the Edo era and can still be seen in the different kimono patterns of Tokyo and Kyoto styles today. Visitors to the two cities can sense the different moods just by being there.

Since Edo was commercially thriving, restaurants and other food vendors did very

well. Soba noodles and sushi sold at *itaya* (food stalls) became especially popular in Edo because they fit perfectly with the fast-paced Edo personality. Also, with its seaside location, Edo had an abundance of fresh fish. With no refrigerators, however, sushi chefs needed to invent storing and serving methods to keep the fish as fresh and tasty as possible. This gave rise to the Edo-style sushi style, which is now enjoyed worldwide.

In the early days of Edo, crime, famine, and epidemics were of constant concern, so the government and residents built many temples and shrines for emotional and religious help. Visitors to Tokyo may find old shrines and temples in the center of contemporary Tokyo—some of them were built in the Edo period, and others were rebuilt more recently.

Another important aspect of the Edo period is that it was a time of national isolation. The Tokugawa Shogunate closed the country to the outside world (with the exception of the port of Nagasaki, which was allowed to do business with China and the Netherlands), forcing Japan to strengthen its own culture. As the headquarters of the shogunate, Edo was perfectly situated to develop and maintain its unique regional culture.



Formerly Edo (in 16th Century), the Tokyo (the current Emperor's residence) is located in the center of downtown Tokyo.



© Tokyo Metropolitan Government

The *Meiji* Japan Shinto was founded in 1868 as a new religion of Emperor Meiji who founded in 1868 and his present, Emperor Shinto was founded in 1868. Meiji was brought back all over Japan and was to create the future.



Localizing International Cultures

National isolation was strictly observed from 1639 until 1854, when the shogunate declined. Once Japan was reopened to foreign countries, many new things and concepts—fashion, food, science, political systems, and much more—flooded the city of Edo. Twelve years later, the Tokugawa regime was over and the social structure of Japan was redefined. This is when Edo became Tokyo.

Under the new governing system during the Meiji period, Japanese people were rapidly introduced to foreign cultures, beginning with the higher social classes and then gradually spreading to everyday people. This coincided with the world's industrial revolution, so Japan was exposed to both new cultures and technology at the same time. Naturally, this changed society drastically and Tokyo was greatly influenced by the influx of these elements.

Many Japanese foods enjoyed today were actually created during this period. Meat, especially beef, was very new in Japan, but it was quickly embraced and restaurants started serving *gyū-nabe* (thickly sliced beef simmered in an iron skillet with a soy sauce-based broth), now commonly called *sukiyaki*. Today there are still *sukiyaki* restaurants in Tokyo that were established back in the late nineteenth century. Other dishes, such as *steak frites* (steak cutlets), *omurice* (omelets stuffed with seasoned rice), and *teppanyaki* (thickly sliced beef/pork simmered in a demi-glace and served over rice), were invented by taking Western ingredients and cooking methods and adapting them for the Japanese palate. These dishes are now categorized as *yoshoku*. Western dishes with a Japanese twist. This period also gave rise to the Japanese version of Chinese noodles: *ramen*.

Rapid Modernization in Everyday Life

When Japan abandoned its national isolation, the country was far behind in the technology of heavy industry, but it quickly caught up with the world's standard. Tokyo soon established a solid transportation system, which changed peoples' lifestyles. Today, the nation's well-maintained and punctual transit system is among the most advanced in the world.

There have been two major times of destruction in Tokyo: first, the Great Kanto Earthquake of 1923, which killed more than 70,000 residents, and then a series of air raids from 1944 to 1945 during World War II, the biggest of which killed more than 100,000 residents and burnt down a third of the metropolitan area. The city and nation were completely paralyzed after that, but that devastation also gave Japan motivation to rebuild and established the foundation for Japan's period of rapid economic growth (1954–1973).

Japan's recovery from the devastation was steadfast, and a symbolic event was hosting the 1964 Summer Olympic Games in Tokyo. To accommodate this international event, Tokyo developed its infrastructure, building new roads and expanding train stations and the airport. The first shinkansen (bullet train) was also created for the Olympics.

In the five decades since the Olympics, Japan has experienced economic ups and downs, but the city of Tokyo has not experienced major physical damage. The massive earthquake and tsunami in March 11, 2011, affected the city but not as much as other areas closer to the epicenter. Tokyo still stands strong and leads Japan's economy. The city will be hosting the Summer Olympics again in 2020.



With its ever-growing, crowded train lines, Akihabara is known for anime stores. The storehouses shown which houses concentrated in this area right after World War II, and each store is a 10–15 foot, at night, Akihabara is now the center of Japanese pop-culture with its manga, anime, and game stores.



Commonly called "The Tower," the Nagoya Dome Tower was completed in 1989. It is a symbol of the great rapid economic growth.



At 634m feet high, the Tokyo Skytree is one of the world's tallest free-standing broadcasting towers. It opened to the public in 2012.



Developed during the Edo period, Japanese sushi is still enjoyed not only in Japan but also outside the country.



During the month of November, many Japanese restaurants will serve Tokyo wagyu beef. Check out the list of restaurants and menus on the following page.

Hungry for TOKYO Restaurant Campaign in NYC

November
1-30, 2014

During the month of November, 20 restaurants and bars in NYC are serving Tokyo-inspired menus. Check out the flavors and twists of Tokyo.

(Participating restaurants and bars are listed in alphabetical order.)
Please consult our Tokyo Diaries

Ryogoku Chariko Nabe Hot Pot



Akoya Konesuka
213 E. 42nd St., New York, NY 10017
www.akoyakonesuka.com

Myogo Mule



Angel's Share
1 Stevenson St., New York, NY 10002

Tokyo Style TERIYAKI-BURGER



Belissimo
www.belissimo.nj

Tonkotsu Ume Ramen



Dopo Ramen eat
54 St. Ave. St., New York, NY 10012
www.doporameneat.com

En Chirashi



En Japanese Bistros
425 Hudson St., New York, NY 10014
www.enjapan.com

Tokyo Crispy Pasa Chicken Breast



Hot Top
1211 Broadway Ave., New York, NY 10027
www.hottopnyc.com

Tokyo En Musubi Set



Benomoku Cafe
140 W. 28th St., New York, NY 10001
www.benomokucity.com

Clam Ramen



Huku Gaku Ramen
295 E. 52nd St., New York, NY 10022
hukugakuramen.com

Tokyo-American Bute Soba Ramen



Joe Ramen
3183 Broadway, New York, NY 10027
www.joeramen.com

Tokyo Tempura Soba Set



Kizukata Jiu
3711 Broadway, New York, NY 10027
www.kizukatajapn.com

Tokyo Skytree



Peeps Bakery
8 Stevenson St., New York, NY 10002

Tsukudani Miso Soba Set



Soba Totto
270 E. 42nd St., New York, NY 10017
www.sobatotto.com

Sea Eel



Sushi Nakazono
23 Carnegie St., New York, NY 10014
www.sushinakazono.com

Edomae Nigiri Set



Sushi Den
124 W. 43rd St., New York, NY 10018
www.sushiden.com

Seafood Yuzu Ceviche



The Ravel
10 Stevenson St., New York, NY 10002

Neo Tokyo Style Ramen



Totto Ramen 51
404 W. 54th St., New York, NY 10019
www.tottoramen.com

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Takumi Totto
230 W. 54th St., New York, NY 10019
www.takumitotto.com

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Zenichu
17 N. 6th St., Brooklyn, NY 11211
www.zenichu.com

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Speedy Ramen
235 Clinton Ave., Brooklyn, NY 11238
www.speedyramen.com

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What's New?

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Sushi Section

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All Things New from Stores, Products to Events

SCHOOL

Japanese Cooking Lessons at Wasan

During each class, Wasan's Chef Kazuhiko Sekine and Chef Ryota Kitagawa teach students how to prepare four Japanese dishes. Because the class is English is designed for those who weren't already familiar with Japanese cooking methods, they start with the basics and go step by step. Students learn how to make dashi broth, a step that is usually skipped in the class for Japanese people. The cooking lesson is followed by a fun tasting of all four dishes prepared by Chef Sekine and Chef Kitagawa. Students can also enjoy the food paired with sake carefully selected by Sommelier Toshiyuki Katsura upon request (for an additional fee). The class meets once a month, usually Saturday or Sunday. Upcoming classes are October 25 and November 23. Check out the details on Wasan's website: wasan-ny.com

Owned by two veteran Japanese chefs and a sake sommelier, Wasan has attracted New York gourmands with its unique and masterfully prepared Japanese dishes using local, fresh ingredients. Since opening in 2011, Wasan has also held monthly Japanese cooking classes taught in Japanese. But starting this September, Wasan finally began offering Japanese cooking classes in English.



Chef Sekine (right) and Chef Kitagawa (left) guide students through the steps of preparing mouthwatering Japanese dishes. The price for one class is \$60. Choppedsticks NY readers will receive a \$10 discount for the November 23 date.



Wasan: 108 E. 46th St., 3rd fl. & 2nd Ave. | New York, NY 10013 | Tel: 212.333.7195 | www.wasan-ny.com

DRINK

Kibo: The Cup Sake that Beat the Odds

with a light aroma and bold flavor, something that wine drinkers would appreciate.

The search for a *sanshū kura* (microbrewery) that produced this type of premium sake led the team to Rikuuetsukura in Iwate Prefecture, a town that was devastated by the massive earthquake and tsunami in 2011. There, they tasted the delicious sake of Suisen Shuzo, and heard the harrowing stories of their loss as well as their recovery efforts led by the local community, which made SakeOne decide to co-develop a sake with the brewery and name it Kibo, meaning "hope."

Kibo is made with 100% local Iwate rice called Hinomelrose, polished 70%, and 100% local water. The sake is deliciously soft, as well as sweet and mellow with a slightly dry finish that can go well with foods like grilled meats, poultry, and fatty fish like salmon.

SakeOne in collaboration with Suisen Shuzo in Iwate Prefecture is introducing their newly developed sake, Kibo, a premium sake that comes in the ever popular single serving container called "one cup". It was a project that developed out of SakeOne's search for the ultimate premium sake that fits the American profile, which Mr. Steve Wojciech, SakeOne's president, describes as medium bodied, mellow and smooth.



Kibo was first released on the West Coast during the Cabaret South Music and Arts Festival in San Francisco back in August where they received positive reviews. It was released on the East Coast on October 1st.



Three years after the devastating disaster took the lives of seven dedicated athletes, Suisen Shuzo was able to temporarily restart its operations at a facility in the neighboring town of Ito, thanks for the donation of the rebuilding process.



SakeOne: www.sakeone.com

Suisen Shuzo: www.suisenshuzo.jp (Japanese only)

DRINK

Shochu Blended Nama Sake Debuted in the U.S.

Uniquely packed in a 200ml (5.5 oz) can, the Furuguchi Kikasa series is a nama sake (unpasteurized sake) line that has been enjoyed in Japan ever since its release in 1973 by Kikasa Sake Co., Ltd. The latest addition to the popular series, Furuguchi Kikasa-Kinko, became available in the U.S. market this September.

Furuguchi



Kikasa-Kinko masterfully blends gently distilled shochu made from Kikasa's original sake-lett with Kikasa nama sake and it delivers a great balance of Furuguchi's signature "nama" (fresh) flavor and the aroma from the rice shochu. It is characterized as full-bodied, clean, soft, elegant, fruity, crisp, dry and umami-rich. Recommended served on the rocks or chilled. Containing 13 percent alcohol, it best accompanies savory dishes like chicken and aralia.

SCHOOL

Dance Lessons in Newly Revamped Studio

Students: "I would like to spread fun aspects of ballet and other dances to as many people as possible, offer better lessons and establish an environment where everyone smiles," says Ms. Hanyama.

Four new classes have been added to their ever popular dance classes "Hanes & Stretch", taught by Akiko Makino. Students exercise incorporating ballet elements and strengthen core muscles. "Jazz Ballet", targeted for adults, is taught by Maria Tokokawa: ballet, contemporary, modern and jazz dance. Oriented for both kids and adults by Yumi Koshiga, "Tap" class helps students improve their rhythmic sense, essential for dancing with music. In "Character Dance Lesson", also appropriate for both kids and adults, renowned dancer Miharu Iijima teaches character dance that covers steps and rhythms of folk dances from countries like Spain, Russia and Hungary.



Hanyama Ballet: 30-60 hr 2025 St., 3rd Fl., New York, NY 10019
Tel: 202-461-1001 | www.hanyamballet.com

FOOD

New Wave of Japanese Snacks: Curry Flavored Rice Cracker

Serbia (rice cracker) is a traditional snack enjoyed in Japan for centuries. Commonly seasoned with salt or soy sauce and given a kick with some spicy, Serbia is a perfect treat for both young kids and grown-ups as well as those who enjoy alcoholic beverages.

Sannosha-chango, specialty rice cracker manufacturer in Min Prefecture, suggested this casual snack to a gourmet bite. Their hugely popular Curry Serbia, that features a unique curry flavor has finally arrived in the U.S. this September as its first time outside Japan.

Curry Serbia is crafted with carefully selected ingredients and through a painstaking production process. The dough, made from high quality sturdy rice (rice for making mochi) and water, is deep-fried, then soaked in special sauce blended with two kinds of dashi broth (dried bonito and seaweed). Then it's dried in their original dryer. Afterwards, it's seasoned with a mix of multiple ingredients, Gouda and Cheddar cheeses and 10 kinds of spices, including curry, chili, turmeric, cumin and black pepper. Once you bite into the crispy Curry Serbia, you are overwhelmed with umami from the sauce followed by an elegant heat from the spices. This craft snack that has only been available in select gourmet stores in Japan is now exclusively sold at Kireya in SoHo.



Kireya Tel: 212-255-6625

BOOK

Great Source of Shochu References on Kindle

Although it is getting more and more popular in this country, shochu is still somewhat mysterious for most American consumers. *The Shochu Handbook: An Introduction to Japan's Indigenous Distilled Drink* by Christopher Pellegrini unfolds the mystery of the Japanese alcoholic beverage.

First of all, shochu is a drink distilled from a variety of ingredients such as sweet potatoes, barley, rice, chestnuts, buckwheat and brown sugar. The book covers everything from basics to practical contents: introducing the history of shochu, distillation process, how to read labels, and a list of signature shochu brands as well as giving tips and advice on how to savor shochu and suggesting shochu pairings, serving styles (such as mizuwari [art with water] and ayuwari [art with hot water]) and even original cocktail recipes. As a comprehensive shochu guide written in English, it will drag you into the wonderful world of this Japanese beverage. *The Shochu Handbook: An Introduction to Japan's Indigenous Distilled Drink* (Kindle Edition) is available on Amazon.



<http://www.amazon.com/The-Shochu-Handbook-Introduction-to-Japan's-Indigenous-Distilled-Drink/dp/B009Y0202A>



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house-foods.com

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Holiday Gifts for You

Chopsticks NY is holding a sweepstakes giving you a chance to win gift certificates. See next page for how to enter.



RESTAURANT

\$50

4 WINNERS



Atmos is a casual dining restaurant at Manhattan's Lower East Side. They serve Japanese comfort food and beer specials—the sort of food best eaten with a drink in one hand and chopsticks in the other. Their food goes well with beer, so the drink menu overlaps with their choice of sake, tap sake and more.

ADARU
45 Chester St. (bet. Stanton & Rivington St.)
212-577-7069 / www.adarusjapan.com

*Must be available March 2nd, 2015.
*Must be used with any other promotions in effect.

Go to www.sake-guide.com to compete.

RESTAURANT

\$50

4 WINNERS



This restaurant offers a sophisticated dining experience with a menu of seasonal, chef-inspired dishes and cocktails that are inspired by the bar. The chef's menu is a mix of classic and modern, with a focus on local ingredients. The bar is open late, and the restaurant is a great place to enjoy a drink and a meal.

SOKEI
277 Church St. (bet. White & Franklin St.)
212-686-0700 / www.sokei-nyc.com

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TO-GO SALON
225 E. 8th St. (bet. 2nd St. & Cooper St.)
212-525-0055 / www.to-go-salon.com

*Must be used before March 2nd, 2015.

Go to www.sake-guide.com to compete.

BALLET SCHOOL

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4 WINNERS



Founded by Japanese ballerina Akemi Matsuda, the ballet school is a great place to learn ballet. The school is open late, and the teachers are experienced and professional.

Hirofumi Ballet provides various level of classes in English to students ranging from two years old to adults. They are now offering new classes such as ballet plus Pilates "Ballet Body".

Hirofumi Ballet
55-40 R. 39th St. (bet. 3rd & 4th St.)
347-451-1801 / www.hirofumballet.com

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949-626-7824 / www.kikidonyc.com

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www.sake-guide.com



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PASTA GOES GLUTEN- AND GUILT-FREE



I've often eyed Tofu Shirataki noodles in the refrigerated section at my neighborhood market—but I just didn't know how to prepare or serve them. Then I had the good fortune to receive a master class from cooking instructor Masako Sessa, who helped me appreciate the versatility of these novelty noodles.

A mixture of tofu plus konnyaku (Asian yam), this ingenious product offers all the satisfaction and comfort of pasta without the gluten. Going G-free is an increasingly popular lifestyle choice, but foodies agree that the toughest part is giving up pasta, with Tofu Shirataki, it's easy to go G-free and still enjoy noodles. Tofu Shirataki is also sugar free, dairy free, cholesterol free, vegan, low oil/low carb. Non-GMO Project Verified, and Kosher certified. It's adaptable to a range of recipes, from pasta primavera to meat-and-cheese to hearty noodle soups. Tofu Shirataki has a chewier texture than traditional noodles. Simply drain, rinse and pat dry—or as need to boil them, they can be pre-cooked—then add your favorite sauce. However, if you heat the noodles, they won't overcook or become soggy like regular noodles or pasta.

Misako-san began our Tofu Shirataki tutorial by demonstrating how to make cold noodle salad with creamy avocado sauce. Peel and mash the avocado, season it with lime, chop up a red onion and a sweet

bell pepper, then stir the ingredients together. Finish with a sprinkle of chopped cilantro plus a sprig for a garnish. All those raw veggies provide contrasting crunch to the misako sauce.

Cold noodles are always a treat, but with the weather cooling down, it's natural to crave warm pasta dishes—so Misako-san next demonstrated how to make Tofu Shirataki with mushroom sauce. Slice cherry or grape tomatoes in half, then sauté in a pan with olive oil, garlic, and your choice of mushrooms. Add the drained noodles and stir.

Here's something to warm the heart in the coldest winter: Tofu Shirataki has no more than 110 calories per serving, so you can plunge by using sauce ingredients that are higher in fat content, such as butter, oil, or cheese—or all three together! “The key,” Misako concludes, “is to use aromatic ingredients.” You can’t go wrong with Tofu Shirataki, so go ahead and invite friends over for a fun, fast feast.

—Reported by Julia Soabe

Tofu Shirataki products, Konjac, Inc., www.konjac.com



Adaptable to any pasta recipe, Tofu Shirataki comes in two styles: natural or soybean. It's also low in calories, fat-free, and sugar-free.



Spaghetti-style noodles are combined in a pan with olive oil, garlic, tomatoes, and mushrooms.



With two reports on this day, Masako-san with the food for a beautiful dinner. Tofu Shirataki is the star.



All plated up: Tofu Shirataki spaghetti with mushroom sauce is ready to be delicious.

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Sake and Shochu: Drink Like A Pro

At restaurants and bars, sommelier advice is always helpful, but how can we apply it to our own drinking patterns? To give you a hint, here we have consulted two sommeliers, one for sake and the other for shochu, on how they do their work.

Tasting Sake for Finding an Ultimate Pair with Food

—Keita Akaboshi, Sake Sommelier



Q: As a sommelier, what is the most important thing you keep in mind when you are tasting sake?

My job as a sommelier is to recommend sake to our clients. It's very unusual for a customer to come in and just order sake. Sake will almost always accompany food. So my job is to recommend sake that would enrich their dining experience, and in order to do that, I have to take into consideration many factors.

Q: Would you elaborate on that?

I check how much sake they have already had when taking their orders. That plays a crucial role in the way they taste sake. For example, you would want to avoid giving a *daiginjo* sake that tends to have a strong aroma to someone who already had a lot of sake. The aroma alone could put them over the top. In that case, I would give them a *junmai*, slightly warmed. That could really bring out the taste of what they are eating for them in a gentle manner. So that is the perspective I go in with when I am tasting sake. It's never simply about how good a sake is by itself.

Q: How do you find out what kind of sake a customer would want?

I try to find out the taste of the customer with as little questions as possible. No one wants to be bothered with a list of questions, especially when they are there to have a good time, and I think that is the key to being a good sommelier. If a customer tells me they want something dry, I would maybe follow it up by asking if they like a heavier sake or a lighter sake, since there are many kinds of dry sake. Then I would look at what they are eating and how much they have had to drink to make my recommendation.

It's completely different from if I were to just have some sake at home for myself. Everyone tastes things differently, so I have to leave my own feeling of the sake completely behind when speaking to customers. It's important to look at customer's food choices too because lots of people may describe a sake as dry or sweet, but they all have a different idea of what is dry or sweet sake is. So what they are eating becomes a tool for me to determine their direction in taste.

Q: What is the most challenging thing about being a sommelier?

Our job is really not about what we like, or what we think of how a sake tastes. It's about individual customers and what would make them happy. That means we have to be versed in all the characteristics and aspects of the sake. The worst thing a sommelier can do is to recommend only the sakes they like. If their palate does not match with their customer's, nothing they recommend would taste good to the customer.

So I think the hardest way to taste sake is from the perspective of the server. Even harder, that may be the producers because at least when you are a producer, you have an idea of what kind of sake you want to make. When you are tasting for yourself, it's just a matter of whether you like that sake or not.

But a sommelier has to taste sake for people they don't even know. With that being said though, there are certain sakes that match a certain food so well that there is just no argument about it. I try to take notes of that every time I am tasting, and that again, becomes a tool for finding out the direction of sake I should go with by looking at what customers are eating.

Q: Do you have to taste other kinds of beverages like wine and spirits in order to be a good sake sommelier?

For sure. Lots of people, particularly in America are wine drinkers, and those that like wine are very specific about the kind of wine they like. If a customer says to me they like a certain characteristic of a *Sauvignon Blanc*, you have to know what they mean. And believe it or not there are lots of sakes that share certain characteristics with wine and spirits, so when customers are very specific like that, it makes my job a lot easier.

Keita's Ultimate Pairing

■ *Kumamoto Junmai* + *Egydon* (Steel Bowl)



- *Awa Shikibu Junmai* (Kagetsu) + *Andon Bito* (Gyoza)
- *Hinogiri Junmai* (Soy) + *Potato Salad*
- *Hinogiri Junmai* + *Hanagyo Sake*
- *Fukaya Murogo* + *Potato Roasts*

Keita Akaboshi

Certified sake sommelier. As a sake consultant for Kumamoto USA, he is located near downtown Osaka, Japan. He is currently serving at *Tsukuru* in Manhattan on Thursdays and Fridays.

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Balance, Quality, Characteristics, Aroma and Flavor Profile, and the Overall taste

—Chris Johnson, Shochu Expert & Sake Sommelier



Q: What are you looking for when you are tasting shochu?

As in any beverage you are always looking for balance. Shochu is supposed to have a higher alcohol presence than lets say sake but that presence should not be out of balance.

Another thing I look for is the flavor profile of the beverage itself. If it's a sweet potato shochu, you hope that it's going to have those nuances of the sweet potato or if it's made with kuro koy, it's going to have the nuances of kuro koy. It's similar to tasting a wine. If it's an Oregon Pinot Noir, you are looking for that certain Pinot Noirness: Earthy, berryhard, soft cherries or raspberry notes. It doesn't necessarily always taste that way, and it does not mean I'm not going to like it when it doesn't. Sometimes you will get something totally unexpected and that's great. A lot of times it's not what you thought, and it's amazing. Without that element I don't think I would be in this business. There are guidelines for well-made and not well-made beverages, and you can always taste the impurities, but you can't slow yourself a bar that won't allow you to enjoy the unexpected uniqueness that makes the beverage great!

Then there is the balance of acidity within that alcohol component. Is it smooth or is it harsh? You can have a 25% alcohol shochu that is like "Oh my God alcohol!" and you can have a 25% shochu where

you are like, "Is this alcohol?" It's all about the distillation process and what the top (distillation master) was going for. So basically the points I look for come down to balance, quality, characteristics, aroma and flavor profile, and the overall taste.

Q: How do you determine what to purchase for the restaurant?

Testing is about what I am looking for at the time for a restaurant. Who are I buying for? What kind of audience the restaurant has. If it's a shochu bar, I might go for a very wide range where you can go for the Kagoshima funk. But if you are expecting a more diverse audience that has many shochu beginners I might lean them with the Kagoshima funk. There is a reason why I introduce shochu novices to Tansho Hozon or Kuyao or Sazankiku, which are sweet potato shochu that are so delicate and easy to drink. At Cherry Isakaya we have customers with a more adventurous palate, so I can be a little more risky.

Q: What are some of the funkier varieties here?

I have Kozuru Kuro and Kuro no Shikon, Kozuru Kuro has the classic sweet potato depth, and the depth the kuro koy creates, the umami in the nose, and the richness. It's a more advanced shochu drinker's

shochu, very potatoey and you can smell the soil if someone is a "potato drinker." I would recommend this one. Shochu is often described as Japanese vodka but it's nothing like vodka because vodka is supposed to not taste like anything, whereas shochu is all about tasting like what it is made from. For me, I always start with lighter but towards the end of the evening I want something that's more dense. I really want to taste that sweet potato. Kuro no Shikon is a lot more delicate compared to that and has pear notes as well as stone fruit notes. It has a little bit of apricot and peach. It's very soft. This one I would recommend to an Irish whiskey drinker.

Q: So is that one of the ways you make your recommendations?

Yes. I always ask customers what they usually drink. Are you a beer drinker? Are you a wine drinker? Are you a Meisai and Cabernet or a Cabernet Franc and Pinot Noir drinker? If they are a Cabernet Franc or Pinot Noir drinker I would recommend Kozuru Kuro because they are more used to that earthy, funky flavor. Or I would ask if they are a Tequila drinker or a Mezcal drinker? If they say Tequila I would go with the Kuro no Shikon, and if they say Mezcal I would recommend the Kozuru Kuro.

Chris's Notes on Sato Kuro (Sweet potato shochu)

Balance: well balanced, heat of alcohol is reserved before and after aroma matches, there is natural sweetness to the alcohol

Quality: Very good. You can breathe over the beverage. The alcohol is well integrated with the flavor profile

Characteristics: Sweet potato's earthy richness is perfectly aligned with the soft rice notes. Because of this we can enjoy it at room temperature

Aromatic Flavor Profile: There is a nice nuttiness that immediately follows the sweet potato. The softness of rice on the nose. The sweet potato is not too intense

Overall taste: The balance between the sweet potato and rice notes make this shochu shine. There is a nice rounded, earthy component here

that brings you to the great sweet potato flavors but the soft sweetness of the rice makes this a very drinkable shochu

Method of Serving: On the rocks or neat.

Best pairing from Cherry Isakaya: Teriyaki Salmon with Mayo Brown Butter

Chris Johnson

Responsible certified sake sommelier and shochu as part beverage consultant. He was one of the first Americans to receive the title of sake sommelier. He created sake and shochu lists for many restaurants including BONO SF, Cherry NYC and Cherry Isakaya. He is also the owner of Sato Koshu.

Cherry Isakaya

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Founded by the Yokozawa family that formerly operated a *kajiy* specialty store in Shinwa Town in Iwate Prefecture, Tsukinowa became a sake brewery in 1886. Since then, the brewery has been deeply rooted in the town, whose famous Nanbu style brewing was born, by using local ingredients as well as personnel and by producing sake to the locals' palate. More than 90% of their sake is made from locally harvested rice—most of which is from contract farmers in the area.

At the company's incorporation in 2023, it's

also Tsukinowa became the "log" (brew master) to take the helm of the brewing team and introduced Tsukinowa's tastes to appeal not only to locals but also worldwide consumers. "We are trying to create cleaner tastes while maintaining our signature 'body,'" explains Mr. Yokozawa, who leads the current young brewing team. She is also used for introducing new flavors and has developed unique products such as junmai sake made from mochi-*rai* shochu made from sake lees, and ice cream made using *kajiy*.

TSUKINOWA SHUZO, LTD.

There are four sakes from Tsukinowa currently available in the U.S.: *Gogoya Ya no Tsuki* (Midnight Moon) boasts a gorgeous, floral aroma with a well-rounded flavor of cantaloupes and is recommended to be consumed chilled on its own to truly enjoy the distinctive characteristics as well as complexities. On the other hand, *Yokozawa Junmai Tsukinowa* (Moon Ring) is developed as more of a table sake. It has a refreshing and mild flavor with a touch of fruity sourness, which pairs perfectly with fresh seafood and light dishes. *Honjyō Tsukinowa Green Label* (Blue Hue) has long been loved by locals due to its powerful body and sharp impression. It can also be enjoyed in a wide range of temperatures from ice cold to hot. *Junmai Mochi-rai* (Rice Ring) is uniquely made from rice for mochi making. This type of rice is really starchy and hard to make sake with; however, Tsukinowa successfully developed a method of using locally grown mochi rice to brew a superbly nutty and rich sake. It's great with hot teri chocolate and smoked cheeses. Tsukinowa's sake officially will be re-launched in the New York market this winter.



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3 things you should know about TSUKINOWA SHUZO, LTD.

Female Top Master



Tsukinowa has employed a system where the owner of the company also serves as the top or *junrei* master and is responsible for all the sake produced. The current top, Mr. Yokozawa, is one of the few female tops in Japan. She strives to enhance the sake of the brewery and create products that stand out in the world.

Young Brewers from Local Areas

The average age of Tsukinowa's brewing team is early 30s, which is very young compared to the sake industry as a whole. Also, they are local Shinwa residents neighboring areas in Iwate Prefecture. They are now developing their own local sake using local shochu, shochu made from sake lees.



Traditional Pressing Equipment



Automation and time-consuming to press sake using the *hara* (haru) for sake pressing through this traditional equipment brings out amazingly soft flavor profiles.

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Grocery & Sake Guide

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KAWAII in New York

By John Szabo

Cute Currents in Street Art

Graffiti art is attracting the attention of culture connoisseurs all over the world. As urban walls from New Zealand to New York come alive with colorful spray-painted murals, the discerning eye detects distinctly kawaii themes.



Adrian Fujita is a multi-disciplinary artist residing in Brooklyn with a background in public art and performance. Half-Japanese by ancestry, he's currently an MFA candidate in the Products of Design department at the School of Visual Arts. References to Japanese anime and robotic motifs appear often in his work, and one of his murals—located in the Bushwick section of Brooklyn—is the definition of cute Japan-style. Titled "Lucky Cat," it depicts *maneki-neko*, the fortunate feline. Another Brooklyn mural, "Special Delivery" depicts a cute stock

trading as a blessed event in the artist's life: the recent birth of his baby daughter, Paloma. "For sure she's going to be influencing all of my work," predicts the proud dad—as expectant cats creeps from this talented artist. Visit him at adrianfujita.com and follow him on Instagram @adrianfuj



Queens-based girl artist Shiro was born in Shizuoka Prefecture, and a friendly fish—symbol of her hometown, which is located on the water—appears often in her paintings. Other recurring icons in Shiro's work include a design and a silhouette, who stars in the mural she recently painted for Long Island City's John Brown Smokehouse. Shiro's signature character is her adorable alter ego "Mimi," a kawaii cutie who resembles a postmodern Betty Boop. Described by her creator as "strong yet feminine," she's a sexy and super-cute symbol of female empowerment. "With Mimi, I can be any-

thing—mommy, goddess, or glamorous geisha," the artist explains. Be on the lookout for Mimi in "Science Project," a group exhibition of works on canvas on view through November 26 at the Brooklyn bar Sweet Science (sweetsciencebar.com). Visit Shiro at shiro.jp45.com and follow her on Instagram @shiro_art



John Szabo has written columns and style for The New York Times and created a media design column for Teen.com/Vibe.

Illustration by Kristin Jones

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In the history of *ukiyo-e*, there is one name that evokes the tender, lyrical beauty of the Japanese landscape above all others—Kishida. Beloved the world over, Hiroshige's inspired portrayals of the natural world have earned him such epithets as the "poet of travel" and the "artist of rain." Earning significant acclaim among both Western and Japanese audiences, his prints influenced and inspired famous artists like Monet, Van Gogh, Degas, and Gauguin.

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"AS AN AMERICAN EDUCATED IN JAPAN, MY JOB IS TO TEACH AMERICA ABOUT SUSHI."

— David Bouhadana, Sushi Dojo

David Bouhadana is the talk of the town chef in New York City these days, in that he is one of very few American sushi chefs who is trained in authentic *sushi* or *Edomae* style, a skill that takes years of dedication to master, in order to create the kind of quality *sushi* one can experience in Japan here in New York. Sushi Dojo relies on True World Foods (TWF) Chef Bouhadana tells us how the fish from TWF translates onto his plates.

Q. Why do you use fish from Japan and TWF's service for that?

You obviously need Japanese fish to make authentic Japanese food. You need to use fish that is indigenous to its country to be authentic. Since this restaurant offers the highest quality of Japanese food we can bring from Japan, using Japanese fish is imperative. TWF has the highest quality and the most variety of Japanese fish in the industry. They are known as the big boys of the fish game.

Q. What is your relationship with TWF?

It's like a marriage. I think I speak to my salesman from TWF more than anybody from 4 in the

morning to midnight. We have strong communication. Sushi chefs obviously know the fish better than anyone in terms of how to use it, but TWF sees the fish first, so they have the inside knowledge of what is available and at what quality and size at any given time. It's important to build a trusting relationship which we have with them, and they definitely meet my needs every time.

Q. What makes your sushi restaurant stand out from others?

Sushi is educated food. The more you know about it, the more you like it, and vice versa. You don't want to go and spend \$150 for an "omakase" and you have no idea what you are eating. At Sushi Dojo we are very accessible whether you are a beginner or a connoisseur. We would offer ten pieces for \$45 for example, and happy to tell our customers a few things about it. As an American educated in Japan, my job is to teach America about *sushi*.

Especially since we are located downtown where the young people are, it's important to make sushi

approachable. We also make our *sushi* as close to Edomae style as we possibly can. I've given *maki* sets to customers who tell me "no *maki* set" and they end up loving it. It's just that they had never had good *maki* set before. I love opening minds like that. *Hikamare* (silver fish) is a basic for *sushi*. Tuna, salmon and hamachi are good, but most Japanese people don't go to a *sushi* restaurant for those fish. It's definitely try to push our customers to try new things, and give them the real *sushi* experience.



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Japanese Restaurant Review

AZASU
 •
 Cherry Izakaya
 •
 Lucky Cat

Asian Restaurant Review

Saburi
 •
 Asian Restaurant

Listings

Japanese Restaurant
 •
 Asian Restaurant

AZASU

43 Center St. (bet. Bowling & Bowline St.) New York, NY 10002
 TEL: 212 777 7883 (www.azasu.com)
 Tue-Thu 12pm-12am, Fri & Sat 5pm-12am, Sun 5pm-11pm

Shorthand for "Thank You," *azasu* is an abbreviation of *Arigato gozaimasu* and the name of a Lower East Side izakaya hot spot. Restaurant, Gaku Shibata's concept is "gaisaiya izakaya," a fun, friendly hangout for sake novices. "While at other places, Yappera, is more high-end and geared for foodies, Azasu is for everybody. It's casual and fun — a great intro to izakaya culture," Gaku-san explains. Izakaya rule number one: never drink on an empty stomach! Azasu offers comfort foods that pair perfectly with cocktails and beer. Dusted by Chef, Danielle Sobel, these are tasty updates on culinary classics: Karaage — boneless, marinated, fried chicken — is outstanding. Takoyaki is a perennially popular izakaya item. Azasu's version is trifurcated with octopus and ginger. There are gyoza (dumplings) and Misaki-Kirori (panko-crusted meatballs). Fancy a sandwich? The *Moe Katsu* is deep-fried, panko-crusted ham on soft white bread. Noodle lovers drool over the excellent Yakisoba (pan-fried noodles). And if you're craving a veggie drink, there's a tasty *Tomato Salad*. What to drink? A frosty mug of beer, or any one of the menu's many blends of cup sake — a single sake serving that comes pre-packaged and sealed with its own lid. Azasu offers an impressive cup sake selection in metal cans or collectible, re-usable glasses. With a capacity of 50 people, the place is perfect for private parties.



Karaage gets dusted from a garlic and sesame seed mixture of dress.

If you crave veggie, Saburi Salad with cucumbers and miso hits the spot.



Takoyaki is topped with a generous drizzle of tomato sauce.



Azasu's cup sake glasses are so cute it's tempting to collect them all.



The party-friendly Asasu is perfect for a toast.

3 Best Sellers

- Karaage
- Takoyaki
- Tomato Salad

\$7
 \$8
 \$5



Cherry Izakaya

139 W. 40th St. (bet. Soledad Ave. & Berg St.) Brooklyn, NY 11218
TEL: 347-499-6389
Tue-Sat. 5:30-11:30 pm Sun. 5:30-10:30 pm



Cherry Izakaya is a new style of izakaya that just opened in Williamsburg (Brooklyn, bringing a contemporary twist and an American touch to Japanese traditional izakaya scene. It is a collaboration by restaurateur(s) and/or local team behind

the upscale restaurants such as BONO ST and Cherry at Ocean Downtown. "Cherry Izakaya is meant to be the go-to neighborhood Japanese restaurant for Williamsburg and Brooklyn as a whole. Our aim is to provide Brooklyn locals with great food, and BONO ST quality sushi in a comfortable and cozy environment," says Jonathan Marx, owner of the restaurant. Their playful take on the izakaya menu such as Escargot Gumbo with Man Reddhead, Duck Quenot Gyozo, and Tuna Tart with Caviar Potage and White Truffle Oil is perfectly fitting with the trendy neighborhood and their cozy, wood-based interior, inspired by 1930s Tokyo is also, yet comfortable enough that one can potentially come to the bar counter alone to grab a drink to unwind after a long day. With 24 sakes and 7 different shochu varieties carefully chosen by sake sommelier Chris Johnson, the beverage selections are just as eclectic as its cuisine and knowledgeable bartenders can direct you to the drink that would most enhance your dining experience. With a menu that changes with seasonal subtleties, the restaurant will keep you entertained all year long.



Softy Pinkie (top) and Caviar Tart (left) are great examples of a Cherry Izakaya take on sushi.



Shochu - garnished with Citrus (left) is a refreshing sake base cocktail.



Caviar tart well-planned interior design also makes you feel like you're playing roulette instead of Cherry Izakaya.

Lucky Cat

232 E. 53rd St. (bet. 6th & 7th Ave.) New York, NY 10022
TEL: 312-688-8000 | www.luckycatnyc.com
Mon-Fri. 11 AM-11 PM Sat. 12 PM-11 PM Sun. 12 PM-10 PM

Beloved by Japanese customers—that is proof of how authentic a Japanese restaurant is. Lucky Cat, opened in Midtown East earlier this year, bustles with a Japanese crowd for its perfect reproduction of the energy of an izakaya in Japan. Playful dishes, fun décor and lively atmosphere—everything expected of an izakaya is found here. Led by veteran, self-proclaimed "genius", Chef Kiyu Kagawa, Lucky Cat is his brainchild, offering simple yet carefully prepared dishes with his personal touch, such as Grilled Pork Feet, which is on the special menu and one and only in New York, Chicken Hot Pot, square shape hot pot with a mountain of ingredients in ramen soup. But his newest move is to introduce his hometown specialty, Senraku udon, thick, chewy wheat noodles esteemed by Japanese for centuries. "I'd like to bring genuine Senraku udon to New York. To serve fresh flavor to our customers, we'll hand-craft the noodles every morning, so servings will be limited to about 30-50 plates," says Chef Kagawa. Since it's an izakaya, you cannot overlook their selection of sake, batsu shochu and cocktails including beer made from red miso and the one from wasabi. Whatever you choose to eat and drink here, Lucky Cat will never fail to make you grin.



"Chicken" literally means chicken. Lucky Cat's Senraku udon is served in a chicken shaped pot with extra spicy red ingredients. Based on regular donburi bowls, they are served with an extra bowl of udon.



Senraku Udon and Senraku Iguchi (right) are great ways to enjoy Senraku udon's beautiful texture.



How it is surrounded by a barbershop atmosphere at Lucky Cat, where a huge lucky cat figurine welcomes you and sends you a fortunate message.

3 Best Sellers

- Eggplant Shower with Miso and Fried Capers \$7.50
- Pulled Pork Gyozo \$7.50
- Short Ribs braised in Santary Whisky \$25

3 Best Sellers

- Senraku Udon \$12-16
- Chicken Hot Pot \$15-18
- Grilled Pork Feet \$10



Japanese Restaurant Guide

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New York	Spice	
1000 1st Ave. NY 10001	212-494-4343	212-494-4343
New York	Veng Pong	
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New York	@NINE*	
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New York	Asiatic Thai	
1000 1st Ave. NY 10001	212-494-4343	212-494-4343
New York	Aunt Thai	
1000 1st Ave. NY 10001	212-494-4343	212-494-4343
New York	Bangkok House	
1000 1st Ave. NY 10001	212-494-4343	212-494-4343
New York	Breeze	
1000 1st Ave. NY 10001	212-494-4343	212-494-4343
New York	Chai Thai Kitchen*	
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New York	Chang Thai	
1000 1st Ave. NY 10001	212-494-4343	212-494-4343
New York	Hong 2 Thai House	
1000 1st Ave. NY 10001	212-494-4343	212-494-4343
New York	House 2*	
1000 1st Ave. NY 10001	212-494-4343	212-494-4343
New York	Pan Thai 42	
1000 1st Ave. NY 10001	212-494-4343	212-494-4343
New York	Pan Thai 45	
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New York	Pan Thai*	
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New York	Q2 Thai	
1000 1st Ave. NY 10001	212-494-4343	212-494-4343
New York	Room Service Malaysia	
1000 1st Ave. NY 10001	212-494-4343	212-494-4343
New York	Thai Palace	
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1000 1st Ave. NY 10001	212-494-4343	212-494-4343
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New York	Ar Thai Place*	
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New York	Royal Thai	
1000 1st Ave. NY 10001	212-494-4343	212-494-4343
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1000 1st Ave. NY 10001	212-494-4343	212-494-4343
New York	Spice	
1000 1st Ave. NY 10001	212-494-4343	212-494-4343
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1000 1st Ave. NY 10001	212-494-4343	212-494-4343
New York	Thai 2 Thai*	
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LIFESTYLE

BEAUTY INTERVIEW

Hitomi of
Salon Vjin

TRAVEL

Onsen and Koyo

LEARNING

Japanese Crossword

LISTINGS

Beauty
Health
School



Ionic Concept for Anti-Aging Hair Care

Beauty Interview: Hitomi of Salon Vijin

What made you come to New York and work at this salon?

I was inspired by owner Minou Minamidis passion and commitment to bring Japan's best and newest beauty technologies to New York just to offer effective, healthier hair solutions to his dedicated clientele. After all, he is THE stylist who first brought Japanese hair straightening to the U.S.A.

What is the feature of the salon?

Our collective philosophy and promise is for clients to leave our salon mentally, emotionally and physically feeling as beautiful, healthy and rejuvenated as they will last. The store is thoroughly aesthetically powered, from freshly served mineral water, the salon as the curling iron, to special shampoo stations. Even our walls have a special air-balancing coating.

What does the salon's exclusive Ionic Jet Pro do?

The state-of-the-art negative ion jet steam machine from Japan steams out millions of negative ions within just 2 minutes to hydrate deep into the hair's core, and kickstart the healing processes of the scalp and hair cuticles. With hair, the immediate benefits at negative ions become very noticeable, especially compared to typically damaging treatments. Colors and highlights last longer (hair is kinder and soft, blow-dry naturally stay intact longer).

Any personal beauty tips?

I think my daily inner smile into the happiness-inducing negative ion space has made each day feel exciting, fun and invigorating. I also don't get tired anymore. Come experience this environment at least once and you will become a negative ion believer with gorgeous hair.



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Beauty Guide

Reduced prices are listed below prices for hair, skin and waxing treatments prior to appointment. Openings available in www.chaparrackny.com
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Upper West Noche Coupe III

280 Broadway (bet 10th & 11th St.) \$40-
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Upper West K's Salon

167W 10th St. (bet Avenue B & C) \$21-
 212-524-0321

Upper East Giuseppi's Saccis

180 Lexington Ave (bet 10th & 11th St.) \$20-
 212-686-0261

Upper East Mocha

201 E. 58th St. (bet 5th & 6th Ave.) \$30-
 212-750-1229

Upper East Tokyo Salon

15 E. 46th St. (bet 3rd & 4th Ave.) \$20-
 Tokyo Salon is a unique hair salon that offers a variety of services including haircuts, styling, coloring, and more. The salon is located in a historic building and has a relaxed, friendly atmosphere. The owner is a former hair stylist and has over 20 years of experience. The salon is open 7 days a week and has a large parking lot.

Upper East Toronto Shave Hair Salon

171 E. 58th St. (bet Lexington & 3rd Ave.) \$20-
 212-475-4128

Midtown West Makana Salon-Gallery

580 1st Ave. (bet 10th & 11th St.) \$100-
 212-488-0817

Midtown West Mitos Hair & Makeup

51 W. 10th St. (bet Avenue B & C) \$10-
 212-626-0202

Midtown East Ego Salon

81 Madison Ave. (bet 10th & 11th St.) \$20-
 212-476-3424

Midtown East Hair Masters Midtown

141 E. 48th St. (bet Lexington & 3rd Ave.) \$20-
 212-686-0202

Midtown East Haski Hair

207 E. 104th St. (bet 1st & 2nd Ave.) \$20-
 212-766-1223

Midtown East HEARTS New York Salon

422 10th St. (bet Park & Madison) \$20-
 212-476-4702

Midtown East Haski Salon

208 E. 104th St. (bet 1st & 2nd Ave.) \$20-
 212-766-1223

Midtown East Maple Salon New York

111 E. 104th St. (bet Lexington & 3rd Ave.) \$20-
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Midtown East Monitors

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Onsen and Koyo: Blissful Autumn Pastimes Throughout Japan

As chilly weather overtakes warm days, leaves on the mountains turn to red, orange, and yellow, showing off their beauty. Literally meaning "red leaves" in Japanese, *koyo* is the foliage that catches peoples' eyes, and going out to appreciate *koyo* is an autumn tradition in Japan. There are many reliable *koyo* destinations, but when leaf-viewing is combined with onsen (hot springs), the pleasure is multiplied. Here are three remarkable areas where you can immerse yourself in beautiful nature and the ultimate in relaxation.

Located in northern Japan and close to resting volcanoes, the Zao area in Yamagata Prefecture offers good onsen and magnificent mountain views. Some of the popular *koyo* spots are Takemada and Samedawara along the Zao Echo Line, a mountain road that stretches across Miyagi and Yamagata Prefectures. Some onsen overlook beautiful foliage, such as those at the Zao Kakkusu Hotel and the Tsurayama Hotel.

About 80km (50 miles) north of the Zao area, Narusaki Onsen in Miyagi Prefecture offers wonderful experiences. The area is famous for its 1.5-mile-long, V-shaped gorge with a 328-foot dip, which provides views of red and yellow *koyo* and the dark green of the pine trees.

If you want to visit onsen and *koyo* spots not far from Tokyo, Hakone in Kanagawa Prefecture is a good option.

Hakone, 80 minutes from Tokyo Station, is a well-established onsen town deep in the mountains with great accommodations and many souvenir shops. Also not far from Tokyo is Shuzenji, a traditional resort in Shizuoka Prefecture. Less touristy and loved by many modern Japanese novelties, Shuzenji has a number of places to see *koyo*, including maple forests in Shuzenji Shrine Koen (Shuzenji Natural Park) and Shuzenji Niji-no-Sato. Niji-no-Sato has a light-up event, during which you can view illuminated *koyo* at night. The Katsuragawa and Asahi hotels have *rotorokus* (outdoor onsen tubs), allowing you to appreciate magnificent *koyo* views while enjoying a relaxing soak.

The Obukuro Onsen village, located in Nagano and Gifu Prefectures, are also popular among Japanese. Since the trees at the tops of mountains begin to change color first, mountain ranges with wide elevation gaps are ideal for *koyo*-viewing. Obukuro's landscape showcases a beautiful gradation of *koyo*, and it also has many quality onsen spots.

Koyo begins in the north and moves south, but the peak time for each leaf-viewing spot varies depending on the elevation. In Japan, the *koyo* forecast is updated daily, and you can find information about peak times quite easily.

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Close to Tokyo, Hakone Onsen is the perfect place to spend an enjoyable *koyo* and onsen at the same time.

KYO-RELATED SOUVENIRS

Autumn maple leaves are among the most popular and striking examples of *koyo*. Called *momiji* or *karakara* in Japanese, the maple tree and its leaves inspire many creative motifs.

Many Moths

The most popular and well-known item related to nature in Japan may be *momiji* (maple). Originally made in Hiroshima Prefecture, this conical of maple leaf-shaped sponge cakes stuffed with red bean paste. Today, there are other stuffing options, such as chocolate cream, green tea cream, cheese-flavored cream, and sweet potato paste.

Maple Tree Items and Crafts

Maple trees are also used for wooden shoes and crafts. You can think of *koyo* and incorporate it in Japanese town life in Aomori with maple wood always (perfect for comb and) and chopsticks.

Beverages

There are several drinks made from maple, such as juice and beer. But made with a maple, tea is believed to have an ability to relieve tired eyes and improve hair function. There are also other drinks made from maple sap.



● The Zao Echo Line is a mountain road running between Yamagata and Miyagi Prefectures. It is closed from early November until late April because of snow. In winter, the Zao area on the Yamagata side can be taken up to an onsen area to appreciate the *koyo* from above.

● The Narusaki Gorge hot springs area is located in the northern part of Miyagi Prefecture, close to the mountain of Yamagata, Akita and Iwate Prefectures. Deep in the mountains, it offers Japanese *koyo* views. Narusaki is also famous for its cute, wooden kinkids dolls.

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hisgo.com/us

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Amnet For more info, visit www.amnet-usa.com/jrsg/
 TEL: 800-929-2663 / vacation@amnet-usa.com

JAPAN P O P QUIZ

This image is the outline of a prefecture in Japan. Which prefecture is it?



- Fukuoka Prefecture
- Yamaguchi Prefecture
- Kochi Prefecture
- Kanagawa Prefecture

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Entertainment Event / Leisure

Exhibition

Through November 8
"World Night Tours & the Gengo Series" by Hideo Tsubota

Basin Gallery



Basin Gallery curates one of the largest private collections of 19th through 21st century Japanese ukiyo-e prints for sale in the United States. It is currently holding an exhibition of the works of Hideo Tsubota, Japanese artist who combines the aesthetics of traditional prints, Western cartoons, and textiles and whose work is striking, boldly graphic, often surreal and subtly beautiful. The exhibition features hand-colored original drawings from the World Night Tours series (2011) and selected prints from his most well-known collection, the Gengo series (1985).

Location: 425 Madison Ave., 4th Fl. 5c
New York, NY 10017
Tel: 212 688 8198
www.basinalgallery.com

November 6 – January 2015
Goigraphy Exhibition by Kikuo Kikuchi

Nipponetsu Gallery

Nipponetsu Gallery will be showcasing the calligraphy works of Kikuo Kikuchi, a calligraphic artist from Hous-

ei-city in Aomori Prefecture. She is most known for her tie-dye for the year-long pop TV dramas *Ukiyoshi* (2005) and *Go* (2011) and company logos and products. The exhibition features 38 works done on fusuma-paper (Japanese paper for sliding doors) mostly in Chinese characters and a few in English in a variety of sizes ranging from 5.8 feet by 3.5 feet to portrait sizes.
Location: 207 W 38th St. (bet 4th & 5th Ave.), New York, NY 10018
Tel: 212-440-8540

November 11 – December 29
Masterworks of Hasegawa's Landscapes
Basin Gallery

Basin Gallery presents an exhibition of original landscape prints from the most famous masterpiece series of Utagawa Hasegawa. Renowned for tender and lyrical beauty of the Japanese landscape paintings, Hasegawa is one of the most outstanding masters of ukiyo-e. His well-known landscape series include: *The 37 Stations of the Pilgrims*, *The 108 Famous Views of Lake Biwa*, *The Famous Views of the Sayo-Old*, *Flowers and the 36 Views of Mt. Fuji*. The showcased prints are also available for purchase.

Location: 425 Madison Ave., 4th Fl. 5c
New York, NY 10017
Tel: 212-688 8198
www.basinalgallery.com

Lecture/Forum/ Film/Festival

November 23
Japanese Cooking Class and Special Presentation

Wasen

Japanese restaurant Wasen, started offering monthly Japanese cooking classes conducted in English this September. Chefs will teach how to prepare four Japanese dishes and useful cooking tips. Celebrating this, Wasen will discount \$5 off for Chopsticks NY members who sign up for the class on Nov. 23, which costs \$50. Don't forget to mention Chopsticks NY at sign up. Sake and wine pairing is optional for an additional \$30 (12 glasses). The menu taught in class will be changed monthly.



Location: 784 E. 8th St., 3rd fl. 2nd Ave., New York NY 10009
Tel: 212-677-1181 / www.wasen-ny.com

Event

October 31
Japanese Ghosts Made from Night
AZASU

AZASU are ukiyo-style Japanese restaurant carrying a number of cup wars, will be having Japanese Ghost Halloween Night. For this event, AZASU staff will dress like characters from "Gyogai no Kikaku" one of the most well-known Japanese ghost cartoons. On the day, the restaurant will offer three kinds



of top hits from the Goguryeo to Kurosawa series produced by Chrysomela Sales Brewery for \$15 (Reg. \$25) each. Those wearing Halloween-accents will receive them for only \$9. On the same day, Sapporo beer will also be discounted, served for \$3 (Reg. \$7) to customers in costumes, and \$5 to those without.

Location: 49 Center St., 3rd Street & Kingston St.
New York, NY 10007
TEL: 212-777-7600 / www.asiameet.com

November 2

Black Friday Day Japan Society



Japan Society will be hosting "Black Friday Day: Explore Japan's Ghosts and Golden!" on Sunday, Nov. 2. During this event, children of all ages will learn the story of the festival of the dead and the festival of the new year, while also enjoying a variety of Japanese food and drink. The event will be held at the Japan Society, 100 W. 42nd St., 3rd Floor, New York, NY 10018. Tickets are \$15. For tickets, call 212-777-7600.

Location: 100 W. 42nd St., 3rd Floor, New York, NY 10018
TEL: 212-777-7600 / www.japansociety.org

November 6

"Teikokuen at Home: The Pleasures of Japanese Pickles" with Karen Salomon The Japan Foundation



Karen Salomon, an author of *Asian Pickles*, will be giving a lecture on pickles, the most popular of Japanese food preservation at The Japan Club. Karen will also discuss how pickles are different from common vinegars and fermented pickles, and discuss

stir-fry some quick pickle recipes that will inspire both novice and accomplished picklers to make their own. Space is limited so please RSVP via the Japan Foundation website or contact via email or phone.

Location: The Japan Club
 145 W. 57th St., 4th & 5th Ave., New York, NY 10019
TEL: 212-687-2233
info.japanfoundation.com
jpnsoc@jpf.org / **TEL:** 212-477-8299

November 7

"Kara no Shikan" Dyeing Seminar & Shochu Mixer Kuremasa Jyozo / AZUSA

Produced by Kuremasa Jyozo, a brewery specializing in sweet potato shochu, Kara no Shikan is a soft and smooth shochu that can be enjoyed in different styles like sours (but with her sweet) and various cocktails. Kuremasa Jyozo is hosting "Kara no Shikan" Dyeing Seminar and Shochu Mixer at AZUSA, a Tokyo-style Japanese restaurant on the Lower East Side. At the event, an instructor will give a lecture on dyeing techniques. Guests can also try making cocktails by mixing the shochu with a variety of beverages. The first glass of shochu is free of charge.

Location: AZUSA
 49 Center St., 3rd Street & Kingston St.
New York, NY 10007
TEL: 212-777-7600



November 10 FREE

Richard Dantes and Kuremasa, Performance and Lecture Rutgers University

Japanese Language and Culture at Rutgers University in Newark, N.J. will be hosting Kabuki Dance-Drama and Kuremasa, a Lecture and Performance. The event discusses the comparison between a male and female style of Kabuki dance along with a lecture discussing dance-drama and lecture in English. Calligraphy done by students during the event is open to the public and admission is free.

Location: 115 University Ave., Newark, NJ 07102
 (New Library 6th Fl., 2nd Room)
TEL: 973-323-5411
Gina.Lindqvist@rutgers.edu

Happenings

Black Friday is Cyber Monday Sale

November

Markale is Japanese dish restaurant with more than 100 years of history, offers 30% off all products for its Black Friday Sale from Nov. 26th (pm PST) to Dec. 31st (pm PST) on Markale's website. For their Cyber Monday Sale on Dec. 1, an additional discount will be offered on select set items.



www.markale.com
info@markale.com

18% OFF All Kitchen Knives Soto New York

Soto New York, carrying more than 100 different kinds of kitchenware, offers a 18% off all kitchen knives from Dec. 24 through Dec. 31. The lowest on sale include high-grade brands like Aomori and Saito Takayuki. Since its foundation in 1930, Soto New York has been a high-quality Japanese kitchen and home products to both professional chefs and restaurant owners as well as home users.

Location: 429 2nd St., Long Island City, NY 11101
TEL: 718-472-3411 / www.soto-nyc.com



\$500 OFF Caring Nannies and Implants Dr. Jocelyn Tan-Chu

Throughout the month of November, Dr. Jocelyn Tan-Chu will offer a \$500 discount on cosmetic services and implants to those who mention Chiropractic NY Dr.



Tan-Chu specializes in prosthodontics, implants, cosmetic and general dentistry. She also holds a Doctorate of Dental Surgery from New York University College of Dentistry and two postdoctoral residencies with New York Hospital/Cornell University, a multinational speaker of English, Mandarin, Cantonese, Fuzhou and Taiwanese.

Joan's, 36 Canal/Port South, Suite 2C, 2nd Fl. 386 St./New York, NY 10019 / TEL: 212-488-7094

Go! Go! Curry! Salles Content Go! Go! Curry!

Go! Go! Curry! is having a self-made course from Nov. 3 through Nov. 30 on Go! Go! Curry FACEBOOK.



BOOK. First, "like" their Facebook pages, post a selfie with your favorite Go! Go! Curry! and tag yourself! The participant who gets the most "likes" on their original posting will win a free \$35 curry certificate. Extra points are also given to those who hashtag #GOOGOCURRYSP11F along with the selfie on any social media, getting 1 point equal to 5 "likes".

Goat Space

<http://www.facebook.com/GoGoCurryUSA>

Washington Square Park Studios

<http://www.facebook.com/GoGoCurryNYStudios>

World Trade Center Studios

<http://www.facebook.com/GoGoCurryWorldTradeCenterStudios...>

Deluxe Studios

<http://www.facebook.com/pages/GO-GO-CURRY-Deluxe-Studios>

www.gogocurry.com

<https://www.facebook.com/GOOGOCURRYUSA>

Free Treatment with Gel & Color or Gel & Perm

Salon

Japanese hair salon, Barbers, employs veteran Japanese stylists whose hair/beauty work has been featured in fashion shows and magazines. Owned by stylist Mr. Ryuu, Ichida whose in-depth knowledge of Asian hair types involves contemporary styles and methods while also keeping current with trends in Japan. Now you can receive a free hair treatment (Reg. \$30-\$60) with either a cut & color or cut & perm service. Offer available from Nov. 3 through 7. Take this opportunity to experience fine treatments and gracious customer service the Japanese way. Offer valid for new customers only.



Location: 2012, 8th St., 2nd Ave. #4 Ave. Q, New York, NY 10009
TEL: 212-697-1147 / www.hairday.com

20% Off and Free Facial Treatment with Hair Stylist, Haircut

Salon Vibe

Salon Vibe in the East Village is an iconic concept: hair salon fully equipped with ergonomic products and facilities. Their stylists are sophisticated looks that are modern and stylish that are easy to maintain. From now through the end of November, the salon is promoting new haircuts at \$100. Customers who book with Salon will receive 20% off and a free facial treatment (Reg. \$30). Specializing in hair and color. Haircut will help you to reach your full beauty potential.



Location: 235 E. 3rd St., 2nd Floor & 3rd Ave., New York, NY 10003
TEL: 212-644-8844 / www.salonvibe.com

\$50 Off Hair Cut, Color and Treatment Yo-C Salon



At the East Village salon, immediately, Yo-C salons exhibits the links & edgy styles of Tokyo, elegance of Paris and aggressiveness of NY styles to highlight an individual customer's personality. By paying close attention to the needs of each and every individual, their highly experienced team of stylists can create custom cutting edge styles with a natural look. Until Dec. 31, they're offering cut, color and treatment for \$200 (Reg. \$250). Salon discount is also available.

Location: 235 E. 5th St., 2nd Fl. & 3rd Ave., New York, NY 10002
TEL: 212-625-0000 / www.yo-csalon.com

Pre-Holiday Sale and Black Friday Sale on Kitchenware

Kitchenware Central offers a well-curated collection of handpicked premium kitchen goods and essential home appliances to customers across the East Coast. During

the month of November, they will hold Pre-Holiday Sale, offering a 10% discount for those who spend \$20 or more on kitchenware items. Also, selected small home appliances, such as hot water pots, vacuum cleaners and lamps, will be up to 30% off. On Black Friday, they will have a special one-day sale, offering up to 30% off on all items. Free parking available. The store is located next to Park Square library.



Location: 7625 Lenox Ave., Apt. 101, NY 10120

TEL: 212-488-0000 / www.kitchenwarecentral.com

Buy 1 Get 1 Free Beer and Wine and 30% OFF Tatsu! @ Hamaigaya Pub Restaurant

Located in Jackson Heights, the Hamaigaya Pub Restaurant is one of the oldest Hamaigaya Pub restaurants in New York. A recipient of numerous awards since its opening in 2008, the Hamaigaya Pub Restaurant has been featured in an episode of the hit ABC series "Nip/Tuck" showcasing the restaurant's exotic food and cozy ambience. Until Nov. 30, the restaurant will be offering 2 promotions: buy 1, get 1 free beer or glass of wine, and when you mention Chopticks NY, you will receive 30% off of the total bill.

Location: 79-08 Broadway Ave., Jackson Heights, NY 11372

TEL: 718-779-8111 / www.hamaigayapub.com

16% Off Mobile Router For Travelers to Japan

Vision

In Japan, Wi-Fi service is not as commonly available as in the U.S., and many travelers to the country often have trouble with that. Japanese high-speed internet provider, Vision now offers a constantly priced mobile router rental service. Chopticks NY visitors will receive 16% off by entering a promotion code "M-S-10" when reserving online. With an advance application through their website, delivery all over Japan, scheduled delivery and airport pick-up become available.

www.vision.com

TEL: 81-30-3325-4990 (Japan)





Happenings Features

Ishikawa's Food and Cultural Event

ISHIKAWA PREFECTURE DEPARTMENT, JETRO NY



On Sept. 26 at Japan Society Ishikawa Prefecture Department, JETRO-NY hosted an event "The Allure of Ishikawa: Where Food Meets Art." In the event a chef and food ambassador of Ishikawa Prefecture, Michio Komuro discussed the food culture of Ishikawa and the first experience a tasting/Ishikawa food-tasting with Toshiro Ohi, a member of the famous Ohi Pottery family. Talking about Ishikawa's local art and ceramic works from his company following the presentation, Ishikawa's wines were offered for tasting. The brands included Kagurabi, Jomaru Daigyo, Jo Fukumitsu Sake Brewery, Origami, Jomaru Sake AOKA (Kawadake Daichi) and Daigyo Boma Dens (Ishikawa Sake Brewery). Also provided were special products of Ishikawa like potteryware. Over 200 guests participated and learned about local customs and arts of Ishikawa which comes on cultural heritage and traditions.

Info: Ishikawa Prefecture Department, JETRO New York

1331 Avenue of the Americas, 4th Fl., (bet. 4th & 4th St.) New York, NY 10020

TEL: 212/697-2402 / info@ishikawa.jp

Ninohe Fair in NY Introduced Ninohe City's Local Specialty and Food

THE CITY OF NINOHE

Ninohe City in Iwate Prefecture hosted the second "Ninohe Fair in New York" in October. From Oct. 3-4, several events and seminars were held to promote Ninohe's specialty including New York's favorite Ninohe Biji sake and high-quality Joboly Urabe lacquer ware. During the Ninohe Restaurants Fair from Oct. 3-5, EN Japanese Restaurant, Kyo Yu and Sakafuru served special dishes. The long Ninohe-grown rice and land around in Urabe lacquerware alongside Ninohe Biji sake.

Also, at Japanese Food & Restaurant Expo by New York Mutual Trading on Oct. 4, the city promoted their products to those in the restaurant and food businesses. On Oct. 5, urabe artists Sawase Fumio and Takao Matsunaga from Japan Urabe Workshop Co. Ltd. held a seminar and workshop on urabe and sake in Japan Society. **Info:** www.city.ninohe.jp/en/News/ny/ny-expo-japanese-saji/

Shabu Shabu Kobe Testing Event

KOBE BUSSAN CO., LTD

KOBE BUSSAN CO., LTD. held a tasting event for press on Sept. 15, celebrating the grand opening of their shabu-shabu restaurant, SHABU SHABU KOBE in Midtown New York. Shop Manager, CEO of KOBE BUSSAN and Hideo Sugimoto, president of G center Co. Ltd. gave speeches about their future business plans in the U.S. Both of whom have formed a business alliance.

With 100 branches of supermarkets and 800 locations of restaurants in Japan, KOBE BUSSAN is one of the biggest nationwide grocery stores. In hopes of delivering authentic Japanese food to global customers, they have opened SHABU SHABU KOBE. With a 180-seat capacity, it serves Japanese dishes using healthy and nutritious ingredients. Their specialty beef for shabu shabu is made tender and soft through their special aging process. Includes-style dishes, including tempura, grilled fish and sushi, are also on the menu.

Location: 3rd Fl., 360 St. (bet. 5th & 6th Ave.) New York, NY 10019

TEL: 212/495-8833 / www.shabushabukobe.com



Kyoto's Mayor Visits J+8 DESIGN

J+8 DESIGN

J+8 DESIGN opened a showroom this September at Brooklyn, exhibiting and selling handmade crafts from all over Japan. On Sept. 23, the Mayor of Kyoto, Osamu Katsukawa visited the site and enjoyed the current exhibition that includes Kyoto's Miyabi board. "Visitors from Kyoto are excited with event. I hope people in New York will incorporate these Japanese items into their everyday lives," said Mayor Katsukawa. The space is given for Japan's regional governments to showcase and sell high-quality regional specialties. J+8 DESIGN also features a cafe inside where guests can relax and enjoy sango tea balls and sweets.

Location: 300 4th St., Brooklyn, NY 11211



Lecture and Tasting of Japanese Local Brew Beer

JAPAN SOCIETY

On Sept. 12, Japan Society presented a lecture and a tasting event on Japanese unique local brew beer, welcoming more than 200 guests. Mark Ishii, professor of Kyoto University and author of Craft Beer in Japan: The Essential Guide, led the lecture talking about the culture, history and innovations in the Japanese beer industry. At the tasting reception, the guests enjoyed over 20 different kinds of Japanese craft beers from Izumi Brewing Company, Ichibu Beer Company, Ganga Kogen Co., Kuroda Brewery, Onon Beerworks Ltd., Ryugen Shiso, Seven Lake Brewing, Yoko Brewery. **Location:** 133 E. 46th St. (bet. 1st & 2nd Ave.), New York, NY 10017

TEL: 212/682-1555 / www.japansociety.org



Sake Expo and Food Show 2014

JFC INTERNATIONAL INC.

On Sept. 20, JFC International held their annual event "Sake Expo & Food Show 2014" for the food and drink industry. Over 70 companies, including over 20 sake and shochu breweries, participated in the event and showcased their specialties. In the food section, a variety of food items, from grains to desserts, items necessary for running a restaurant. This event is held annually. **Info:** www.jfc.com / www.sakeexpo.com



Japanese Food & Restaurant Expo

NEW YORK MUTUAL TRADING

New York Mutual Trading held its annual Japanese Food & Restaurant Expo on Oct. 4 at Midtown Fashion. The 21st expo this year was on both the first and second floor, due to increased participating vendors. It provided opportunities for those in the food and beverage industries in the East Coast to meet the exhibitors, test new products and place orders for their restaurants. The expo also featured new products of packaged foods, seasonings and beverages as well as demonstrating stockfish, food processing tools and having a cup cake lecture. New York Mutual Trading is a member of connecting Japanese vendors and Japanese items like ingredients, food and beverages since the 1970s.

Location: 123 W. 46th St., (bet. 4th & 5th Ave.) New York, NY 10019

TEL: 212/632-8535 / www.nyexpo.com





JAPAN SQUARE

A website that brings you Japanese food, crafts and culture.

<http://www.japansquare.com/> [JAPANSQUARE](#)

Fine food and specialty items produced in Japan.
Objects that shine with craftsmanship delivered directly to your door.
With a current lineup of more than 5,500 food & craft items.

Enter the Coupon code and a JPY1,000 discount will be applied **20AE65X7** until Nov.30

Through this magazine's gift card promotion, a chasen whisk and cup set that can be used to make delicious cafe au lait will be given as a present to 5 people!

Readers of CHOPSTICKS NY can read information about other bargain campaigns & more by clicking on the banner on CHOPSTICKS NY's home page!



A "Kincan-de" style wine cup with gold decoration on bright painting.

Kaimari Wine Cup Collection (Small) Set of 6, Arita Ware (in Wooden Box)
US\$ 192.02

Edo Kiriko Sake Glass (Red & Black Kagome Pattern)
US\$ 180.57

Edo Kiriko cut glass has been popular for use in kitchenware since ancient times. Please enjoy the unique beauty of Edo culture.



Beautiful glass server and glass set with the design of bamboo which is often seen in Japanese scenery.

3-Piece Bamboo Sake Set
US\$ 54.17



Created using a traditional method of bending wood. Drinks slowly get cold and dew doesn't form easily due to its heat insulation.

Magewappa Kurikyu Beer Cup & ice pill
US\$ 39.73 - US\$ 139.04



Raden (abalone-shell inlay) technique is applied to make this lacquered "Raden Glass". This dodecagonal gold-rimmed glass overflows with refinement.

Gold Cup (Kaleidoscope Series) Cherry Blossom (w/Shell) Vermilion
US\$ 75.84

A splendid item created using both traditional and modern techniques. Its texture and weight is unique to hammered copper and feels fine in the hand.

Pure Copper Hammered Pattern Tumbler (Tin/Black Overlay Finish)
US\$ 81.20 - US\$ 137.37



JAPANSQUARE shares information about Japan on its official Facebook page.

* Prices are subject to change according to the currency exchange rate and payment will be made in Japanese yen.

2014 Holiday Season Gift with Purchase Campaign!

Nov 11 - Dec 31 or WHILE SUPPLIES LAST!

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